

Ocean Spray Gives a Whole Lot More

Ocean Spray's Ingredient Technology Group (Hall 8, Stand C20) will unveil a new addition to the sweetened dried cranberry (SDC) range at this year's Fi Europe. The Whole SDC has been developed in response to demand from snack and confectionery manufacturers for a larger fruit piece size for consumers to enjoy. With the cranberry's characteristic red colour, sweet tart taste and process tolerance, the larger Whole SDC is ideal for use in the growing category of trail mixes, confectionery and healthy treats. Kristen Borsari, global senior marketing manager, commented: "Our customers in the snack and confectionery sectors have responded positively to the Whole SDC. Sweetened dried cranberries deliver taste, health, colour, process tolerance and now piece size variety too. One of the key benefits of our SDC range is its versatility. We have a range of moisture contents and sizes, from sliced for larger bakery applications to double-diced for cereal bars, for example, so we're pleased to be able to complete the offering with the Whole SDC." Visit stand 8C20 at Fi Europe to find out more and sample the new Whole SDC, as well as Ocean Spray's full range of sweetened dried cranberries. There will also be a dedicated section on the cranberry's health benefits, following the launch of Ocean Spray's 'One berry, Whole body' campaign for holistic health and wellness earlier this year. Ocean Spray representatives will be available on stand to offer advice and assistance on cranberry ingredients, applications and health research (www.oceansprayitg.com).

Solbar 2012

Solbar (Stand 8G29) will introduce a new series of Solpro isolated soy proteins designed for nutritional bars and crisps at FiE, offering the functional properties needed for either extrusion systems or as a binder. Solbar has also developed an isolated soy protein for neutral pH beverages. The latest version of Bontex steam-textured soy proteins has 70% protein with an extremely bland flavour profile. Solbar is launching a number of unique sweet and savoury applications for Bontex, ranging from chocolate inclusions to spaghetti bolognese. Responding to customer demands, Solbar is now incorporating optional natural colours and flavours in Bontex pieces and minced categories. Solbar continues to be a market leader in soy phytochemicals and isoflavones. Traditional benefits for reducing menopausal symptoms have paved the way for research into Type 2 diabetes. "Creating value by the quickness in which we bring unique quality solutions is Solbar's mission," said Gary Brenner, VP Marketing and Development (www.solbar.com).

Kerry Offers New Beverage, Bakery and Snack Products

Kerry Ingredients and Flavours is demonstrating its multimarket understanding with the launch of several advanced technology concepts based on its combined ingredients and flavours capabilities at FiE. The new concepts are designed to address the requirements of beverage, bakery and snack processors for innovative and cost-effective clean label solutions. European beverage manufacturers will be introduced to Kerry's innovative flavour modulation technology, called fmt, which is designed to provide natural sweetness enhancement for all types and flavours of soft drinks. Already successfully commercialized in North America, the technology allows for up to 30% sugar reduction with a clean taste and clean label declaration. Based on Kerry's heritage and expertise in botanical extraction and sensory science, fmt has delivered consistently impressive results in comparative consumer taste tests when applied to a variety of beverage applications — such as carbonates and still drinks. Moreover, it allows beverage manufacturers to make an all-natural flavouring declaration at a much-reduced cost compared with the use of fruit extracts.

For the bakery market, Kerry is launching Biobake, a new clean label gluten reduction technology that's suitable for all types of bread applications, including white, wholegrain and specialty breads. Biobake works at low dosage levels with all grades of flour and processing methods to deliver cost savings of around 50–60% by reducing the gluten content in breads. Snack food manufacturers seeking to target the better-for-you, natural savoury snacks market will be interested in Kerry's great-tasting cheese and salami *Route to Natural* baked snack flavouring. MSG-free and containing all-natural ingredients, this new snack concept falls within the daily salt guidelines set by the UK Food Standards Agency for 2012, whilst combining a reduced fat

content with a satisfyingly tangy flavour. *fmt*, *Biobake* and *Route to Natural* are examples of how Kerry is able to integrate its uniquely broad range of technologies to address specific market needs, helping food and beverage manufacturers to innovate more quickly and at lower cost (www.kerrygroup.com).

Downturn Not Affecting New Product Activity

New product launch activity remains strong, despite the economic downturn, according to the latest Innova Market Insights data. Product launch numbers recorded in the Innova Database (www.innovadatabase.com) between June 2008 and June 2009 were up 7.3% compared with the previous 12 months, despite the recession. "In general, companies and markets are bouncing back in 2009 after reaching product launch number lows in the last quarter of 2008," explained Innova Market Insights Analyst, Natalie Tremellen. Companies are introducing new products that were in the R&D pipeline before the financial crisis really began to make waves in September 2008, or have entered the next phase with low-cost items. Many categories remain stable in terms of product launches. In Q2 2007, for example, there were 1709 new dairy product launches reported, compared with 1787 in Q2 2008. There was only a slight decline in the same quarter in 2009 to 1696. Innovators will survive and thrive in the downturn, but they need to be entirely up to date with new product activity to succeed. Innova Market Insights will be present at this year's FiE in Frankfurt (Stand 9.1 C5) where the market researcher will showcase "Ingredients in Action" in conjunction with show organizers UBM International Media. The pavilion will demonstrate the trends driving new product development, with particular emphasis on the incorporation of innovative ingredients into finished products. Key topics will include *Cost Control*, *Health Claims*, *Sodium Reduction* and *Going Natural*. A Tasting Bar will allow visitors to sample some of the trendsetting products from around the world. Ingredients in Action will bring together all the top new themes in the industry. A visit will save you time, by preparing you for 2010's key trends and understanding how they will affect your business.

Innovation in our Nature

At FiE, this year, Lonza Sales Ltd (Stand 8H29) is offering a growing portfolio of branded health ingredients.

Carnipure is a special grade of L-carnitine. Owing to its efficacy, its excellent safety profile and its suitability for processing, Carnipure can be successfully integrated into various applications in the nutrition and food industries. Extensive clinical research has discovered that Carnipure can play a beneficial role in many areas of health, including recovery from exercise, weight management and healthy ageing.

FiberAid is a premium prebiotic fibre consisting of arabinogalactan. Lonza extracts this soluble fibre from larch trees via a patented process. FiberAid is stable at a wide range of pH and temperatures. It is also highly soluble in hot and cold water and forms low viscosity solutions. FiberAid offers superior benefits for gastrointestinal health combined with excellent digestive tolerance.

ResistAid is an all-natural, multifunctional product made from the bark and wood of larch trees. It consists of the soluble prebiotic fibre, arabinogalactan, and bioactive flavonoids. ResistAid is highly soluble and is stable at a wide range of pH and temperatures. Its antioxidant properties and prebiotic effects assist in maintaining healthy immune functions.

DHAid is a purely vegetarian source of omega-3 DHA. Lonza's innovative technology — using naturally occurring microalgae — allows DHA oils to be produced with superior quality in an entirely controlled production environment, based on renewable resources. DHAid is allergen-free and also free from the contaminants associated with seafood. Health benefits of DHAid include the protection and support of brain, heart and eye health.

For the first time, the company's Custom Microbial Fermentation Group will also be represented, offering Lonza customers the most advanced technologies, capabilities and experience in the industry. Lonza's expertise with proteins, enzymes, secondary metabolites, modified peptides, carbohydrates, biomass/cultures and advanced chemicals allows it to meet a wide range of market needs. Whether for small-scale development projects or commercial-scale market leadership, Lonza's unparalleled experience, cutting-edge facilities, commitment to quality,

innovative nature, dedicated project management and green thinking ensure that your fermentation product reaches its full potential (www.lonzanutrition.com).

New Solutions for Bone Health

Gadot Biochemical Industries Ltd, Israel (Stand 8D56), will feature an advanced minerals line for bone health, specifically designed for the fortification of a variety of different beverage categories. Each product provides the exact solubility required for each type of beverage and does not affect its colour or taste:

- Gadocal+ is a formulation of calcium citrate for clear, acidic beverages such as blueberry juice or cranberry juice.
- Gadocal Gold is a unique formulation of calcium citrate for clear, mildly acidic beverages such as apple juice, tomato juice and mineral water.
- Gadolin Calcium is a unique combination that provides a synergistic effect between fructans and calcium, resulting in higher calcium absorption.
- Gadocal Extreme is a remarkably soluble patented calcium source, specifically designed for the fortification of syrups and concentrates.

The jewels in the crown are the new patent-pending citrate-based mineral compounds — branded as Gadocal K and Gadamag K — for soy milk and milk drinks, which represent part of Gadot's expanding portfolio of multiple nutrient solutions (www.gadotbio.com).

Bolasco Adds Value to Functional Fruit Ingredients (logo)

Leading fruit supplier Boesch Boden Spies (BBS) is launching its Bolasco brand at Fi Europe 2009. Combining parent company BBS's long experience in delivering fruit solutions with an exciting new partnership approach, Bolasco sets out to tap into the enduring popularity of the health and wellness trend by advising manufacturers on the added-value functionality of its fruit ingredient portfolio. The BBS Bolasco brand represents major global ingredient companies, including cranberry giant Ocean Spray, fruit specialists SunSweet and Chiquita and almond leader Blue Diamond. The expert research, applications and marketing support available through Bolasco offers manufacturers a valuable additional product development resource. Bolasco's varied ingredient portfolio also offers food manufacturers a high degree of flexibility, with customizable ingredient packages to suit a wide range of applications and budgets.

Michael Rund, Director of Boesch Boden Spies said: "Bolasco goes far beyond the realm of supplying fruit and other inclusions. We work closely with our supplier network and global food manufacturers to identify key trends, offer technical advice on ingredient functionality and provide applications support to bring successful new products to market." Boesch Boden Spies was founded in 1913 and is based in Hamburg, Germany. As well as supplying innovative and functional fruit ingredients, the company's service offer extends from documentation, logistics and packaging to market research, R&D support and applications consultancy. The Bolasco team will be available in Hall 8, Stand B19, to showcase its market-leading functional fruit portfolio and respond to any enquiries (www.bolasco.de).

Offering the Best of Nature

More than ever, consumers are focusing on the health and nutrition aspects of their food. Likewise, taste, quality and nutritional profiles, along with the provision of competitive and innovative ingredients (and sustainable development) are major strategic challenges for food processing companies. To cope with these demands, such companies need reliable and experienced partners, such as the Roquette Group (Hall 9, Stand B10). At FiE, Roquette will present a selection of ingredients produced from renewable raw materials that are capable of providing the urgently needed solution to innovative, effective and sustainable product development. With the backing of finished product studies, ingredients such as NUTRIOSE fibre offer fresh prospects in the fields of satiety and digestive benefits. Roquette's NUTRALYS vegetable proteins also have an important role to play in satiety mechanisms as well. Regarding nutritional profiles, the properties of SweetPearl maltitol, NUTRIOSE, pea-derived ingredients, GLUCIDEX 1 maltodextrin, CLEARAM and CLEARGUM modified starches are indispensable for balancing certain nutrients, such as sugars and fats. Because fibre is so essential for the

consumer, Roquette offers an original means of fibre enrichment for all the food products and beverages that are typically consumed during the day. As “doing better with less” is a key theme at the moment, Roquette is focusing on numerous solutions to replace gum arabic, gelatin and animal and vegetable proteins with more economical high-quality alternatives, increasing production yields and improving the texture and stability of finished products. Gustatory pleasure is Roquette’s overriding priority; visitors will be able to draw their own conclusions at the on-stand “TASTE SPACE” where recipe preparation and tasting sessions will be organized throughout the day (www.roquette-food.com).

DHA Omega-3 for Hearts and Minds

At FiE, vegetarian DHA omega-3 supplier, Martek Biosciences (Stand 8R9), will highlight the huge commercial potential for food and drink manufacturers using DHA. New research has again underscored the benefits of DHA for brain and heart health, and landmark EFSA recommendations will help to accelerate the demand for DHA-containing products, which is already expected to grow at more than 20% per annum for the next 5 years. Sector growth is heavily dependent on continuing scientific research into DHA’s benefits. A new study using Martek’s algae-derived life’sDHA, presented at the recent International Conference on Alzheimer’s Disease (ICAD) in Vienna, tested DHA in healthy adults to assess its effect on ‘age-related cognitive decline.’ Karin Yurko-Mauro, PhD, the study leader, reported: “Healthy people with memory complaints who took algal DHA capsules for 6 months had almost double the reduction in errors on a test that measures learning and memory performance compared with those who took a placebo. The benefit is roughly equivalent to having the learning and memory skills of someone 3 years younger.” This is the latest in a number of studies that suggest that DHA omega-3 may play a significant role in reducing the risk of developing dementia in later years.

Research also suggests that DHA may help to maintain cardiovascular health and, on this basis, the European Food Safety Authority has proposed a European-wide RDI of 250 mg per day for long chain omega-3 fatty acids. Although the exact level of omega-3s needed for optimal health remains under consideration, the EFSA proposal will establish minimum levels acceptable for inclusion in food products to make specific labelling claims. Sarah Sullivan, marketing manager at Martek, commented: “These positive research results and official recognition from EFSA are two important leaps for the DHA omega-3 industry. There is still work to be done, but with a consistent approach across Europe, we hope consumers will start to grasp the importance of an adequate DHA intake. Martek will continue to do important research to add further weight to the evidence that DHA is the only omega-3 that supports brain and eye development and helps to maintain brain, heart and eye health throughout life.”

ADM Highlights Chocolate Expertise at FiE 2009

Archer Daniels Midland Company (ADM) will showcase its wide range of ingredients for diverse needs, including cocoa powders, low saturated frying and baking fats, functional soya products and plant sterols and sterol esters at Food Ingredients Europe 2009. The company will focus on its growing industrial chocolate capabilities, following the recent creation of ADM Schokinag. This recent acquisition advances ADM Cocoa’s expansion into European industrial chocolate production and allows it to better serve its customers with premium quality chocolate solutions. ADM Cocoa will also highlight its De Zaan range of high-quality chocolates, cocoa powders, liquors and butters. The company undertakes the integrated cocoa manufacturing process, from grinding self-procured beans from the world’s major cocoa growing regions, to producing the comprehensive De Zaan range of cocoa ingredients and semi-finished chocolates. This enables it to produce tailored products that cater to changing needs. Ongoing research and development in applications from baked goods to confectionery and dairy means that customers can benefit directly from ADM Cocoa’s technical expertise and innovative, customer-focused cocoa solutions.

For the baking, frying and confectionery industries, ADM Oils and Fats will focus on the NovaLipid range of oils and fats. This comprehensive portfolio of ingredients includes lower saturated fat and additive-free options, enabling food manufacturers to develop nutritionally balanced foods

that meet or surpass Food Standards Agency (FSA) guidelines. The NovaLipid range has been developed to meet consumer demand for healthier oils and fats, while delivering manufacturers the functional attributes required. ADM Natural Health and Nutrition will showcase the CardioAid range of phytosterols and phytosterol esters, which have approval as novel food ingredients and can be used in a variety of food and beverage applications targeted at reducing blood cholesterol levels. The Company's Decanox mixed tocopherols and Novatol natural-source vitamin E will also be highlighted on stand. Visitors can also learn about the health benefits of Novasoy soya isoflavone concentrates, particularly for women around the time of the menopause, which are suitable for a range of applications including supplements, functional foods and beverages. ADM Specialty Food Ingredients will focus on its growing portfolio of Arcon functional soya protein concentrates. Recent additions to the range include Arcon SB, Arcon SL and Arcon SQ, which bring value to a variety of emulsified meat options including sausages, cured meats, hot dogs and kebab meat. The company will also present its range of soya isolates and concentrates that replace dairy protein in a range of non-meat applications, such as beverages and ice cream. ADM Milling's range of high quality baking ingredients, including white, wholemeal, organic and specialty flours, will also be highlighted at the show. Visitors to stands E29 and E30 can taste samples containing ADM's high-quality, value-added ingredients (www.adm.com).

Carbery Showcases Nutritional Fortification Expertise

Leading manufacturer of high quality whey protein ingredients, Carbery (Stand 8H49), will be showcasing its nutritional fortification expertise at this year's Food ingredients Europe (www.carbery.com). The company will highlight its whey protein isolates, concentrates and hydrolysates for enriching everyday foods, clinical nutrition products and meal replacement food and drinks. A new product innovation designed specifically for weight management and meal replacement applications will also be unveiled. Carbery's dairy heritage, protein expertise and commitment to innovation and product application development has enabled the company to become a key player in nutritional fortification, specializing in infant nutrition, clinical nutrition and weight management. Carbery uniquely combines protein knowledge with in-house flavour expertise, provided by subsidiary Synergy, to enhance collaboration with its customers to create great tasting fortified foods and drinks that appeal to consumers around the world. Synergy will be presenting its clean label flavourings and Saporessa yeast extracts for great tasting and cost-effective products. Experts from the company will offer advice on using natural ingredients that offer equal or improved flavour to standard alternatives.

For the clinical nutrition and weight management markets, Carbery will highlight Carbelac Low lactose 80 — a clean tasting whey protein concentrate, Isolac and Isolac Clear — whey protein isolates for use in beverages. The hydrolysed whey protein, Optipep DH5A will also be on show. Ideal for fortifying general food applications, particularly baked goods and bars, Optipep DH5A is more easily absorbed by the body than non-hydrolysed whey proteins and confers a clean taste profile. Paul Donegan, marketing manager, Carbery, comments: "We are using this year's FiE as a platform to showcase our nutritional fortification expertise. Our diverse portfolio of ingredients includes a number of versatile solutions for nutritional products that overcome challenges such as taste, bioavailability and allergenicity. In addition, we will be launching our new ingredient that combines whey with two other well-known healthy ingredients to deliver maximum nutritional potency in weight management and meal replacement applications. We look forward to presenting our cutting-edge product portfolio and highlighting our collaborative, partnership approach to potential new customers looking for help to succeed in the nutritional arena."

Glanbia Nutritionals Offers Innovative Solutions for Foods and Beverages

Glanbia Nutritionals (Stand M11) will showcase its range of highly functional science-led ingredients at FiE 2009. Glanbia Nutritionals' Customized Premix Solutions division will present its range of vitamin and mineral premix solutions. The Ingredient Technologies division will focus on the new Optisol range of dairy and flax-based food performance ingredients. Glanbia Nutritionals' Customized Premix Solutions division designs powder and liquid nutrient mixes for a wide range of specific processing and nutritional requirements. Its expert industry knowledge, R&D facilities and collaborative approach offer manufacturers a significant resource in today's

climate of cost-effectiveness. Glanbia's commitment to premium quality and its global network of audited suppliers help to speed high quality functional food and beverage products to market. Martin Eisenring, head of marketing at Glanbia Nutritionals' vitamin and mineral business said: "Key to success in this dynamic marketplace are innovative, high quality products that respond to the latest consumer demands. Our range of highly customized solutions offers ingredient premixes that are tailored for specific nutritional needs, enabling processors to develop products with a relevant, focused proposition. For example, our age- and gender-specific nutrition ingredients make it easy for manufacturers to target different audiences through clear product differentiation, helping consumers to select the right solution for their needs." Glanbia Nutritionals' Ingredient Technologies division will present OptiSol 5000, a flax-based hydrocolloid system that optimizes the structure, moisture, texture and shelf-life in a variety of applications. OptiSol 5000 is part of the OptiSol range of dairy and flax-based solutions designed to enhance the nutritional and organoleptic characteristics in beverages and a range of foods including soups, sauces, dressings and dairy-based dips. The portfolio also includes cost effective gluten replacement solutions for bakery applications. Technical experts from Glanbia Nutritionals will be on Stand M11 to advise customers on maximizing new product development efficiency and speed to market (www.glanbianutritionals.com).

Taiyo Europe Delivers Green Tea Goodness to FiE

A pioneer in the science of green tea, Taiyo will present the latest of its highly functional, natural products at this year's Food ingredients Europe exhibition. As research into the health benefits of the *Camellia sinensis* plant continues, the company's carefully developed portfolio of clinically proven green tea derived ingredients offers manufacturers the opportunity to include powerful antioxidant catechins in their food and beverage applications. Most recently, polyphenols found exclusively in green tea have been found to play a role in the prevention of prostate cancer development and progression. Taiyo's extensive experience in harnessing the health-promoting qualities naturally present in green has brought Sunphenon to market. With distinct physiological benefits such as improved antimicrobial and antioxidant activity, these ingredients also encourage thermogenic or fat-burning activity at a higher rate than caffeine. Suitable for beverages, dairy and dietary supplements, Sunphenon's mild taste does not affect a final product's flavour profile.

Sunfiber will also feature at the show. Offering flexibility to manufactures looking to enhance their existing product range, Sunfiber delivers the dietary fibre essential in maintaining a healthy gut in the form of a highly soluble powder. Mineral absorption is also improved, further aiding digestive health. This product is ideal for use in a wide range of beverage applications, as well as dairy and bakery products. Josef Skrna, sales and marketing director, Taiyo Europe said: "We are very proud of what we have to bring to this year's exhibition. We feel that the combination of our Japanese heritage with modern technological research and state-of-the-art production facilities makes for an exclusive offering. With consumer awareness of the health properties of green tea growing, we are excited about the prospect of tailoring new products to meet customer demand." Visit Stand G15, Hall 9 at FiE to meet with representatives and discuss Taiyo's range of products and services.

Eat, Drink and Indulge with Fortitech Custom Nutrient Premixes

As consumer interest continues to grow in the area of personalized nutrition, Fortitech Europe (Stand 8G45), part of the global network of manufacturing and distribution facilities of Fortitech, Inc., will feature samples during FIE 2009 that demonstrate the company's ability to fortify virtually any product application with a variety of nutrients that can target specific health concerns. Having helped manufacturers to introduce or improve more than 30,000 products offering health and wellness benefits to consumers worldwide, the company, essentially the founder and pioneer of the nutrient premix industry, can source more than 1400 ingredients and is solely dedicated to the development and manufacturing of custom nutrient premixes. Consistently leading the way in the field of fortification, our premixes have addressed numerous health conditions and each one is accompanied with the Fortitech Quality Standard Seal, which reaffirms the company's values of leadership, integrity and certification, and ensures that all of our premixes meet or — in many cases — exceed industry standards for safety, traceability and more. Samples that will be on

hand and are in tune with current consumer health concerns include a Brain Tonic, Nutricosmetic Licorice and Immunity Boosting Ice Cream. In addition to highlighting these applications, the company will also have information available on their World Initiative for Nutrition (WIN). This business unit expands Fortitech's mission to partner with the many groups and organizations already dedicated to global malnutrition, which affects more than two billion people worldwide located at the base of the socioeconomic pyramid. For additional information on WIN, visit www.fortitech.com/win.

SYRAL Gets the Best Out of Cereals

SYRAL (Stand 8K6) is a leading producer of starch, starch sweeteners (glucose syrups, liquid sweetening blends, dried glucoses, maltodextrins, dextrose and polyols), alcohol and proteins in Europe. SYRAL will present its new granulated maltodextrins with reduced dusting and high dissolution speed, extending its wide range of granulometries. Nutritional grades with specific molecular weight distribution are also available. SYRAL has developed modern spray-drying facilities, together with outstanding technical expertise, allowing accurate control of all critical powder parameters. SYRAL's stand will allow visitors to discover its new Innovation Centre. Its 1300 square metres of state-of-the-art pilot and analytical equipment enable better customer support when working on application development, optimization or even when presenting new product concepts. The new centre will boost the company's ability to develop optimal sweetening formulations and creative solutions for food products in line with consumer expectation. It is a key element in the development of healthier foods such as proteins enriched with fibres (MERIPRO wheat proteins) or with prebiotic benefits (ACTILIGHT). SYRAL will also present its wide range of polyols, including MERISORB (sorbitol powder), MERITOL (sorbitol liquid) and MALTILITE (syrup and crystalline Maltitol) for sugar replacement in confectionery, sweet bakery and dairy products. SYRAL will be exhibiting with its mother company, TEREOS, a major and global player in sugars, starches and alcohols (www.syral.com).

BENEO-Group celebrates 200 Years of Experience at FiE

BENEO-Group (Stand 9D16) will be announcing a major new initiative at this year's FiE to celebrate 200 years of experience in the functional ingredients industry. Although under wraps until FiE, the BENEO-Group's announcement will benefit customers in the development of truly innovative new products. With more than 200 years of experience in carbohydrate research, BENEO-Group offers functional ingredients that are derived from chicory, sugar beet and rice. The BENEO-Group is the ideal partner for those looking to create products that are suitable for weight management, digestive, bone and dental health, and for products promoting fat and sugar replacements as well as fibre enrichment. Through use of the BENEO-Group's Solutions Platforms approach, visitors to the stand will gain product, market and consumer insight from experts within the BENEO-Group's three business units; BENEO-Orafti, BENEO-Palatinit and BENEO-Remy. The Solutions Platforms are focused on technical, nutritional and health benefits and are direct responses to the industry's need for expert information regarding formulation, health and regulatory facts. Through the Solutions Platforms, the BENEO-Group provides food producers with the expertise needed to develop innovative, balanced and healthy food products for the dairy, beverage, confectionery, bakery, sports nutrition, baby food, cereals and dessert sectors.

BENEO-Orafti, renowned for its inulin and oligofructose products derived from chicory, will have experts on stand to talk about the launch of the latest liquid organic fructo-oligosaccharide that gained the NOP certification for marketing in the US. Produced from organic sugar, the Orafti L58 Organic offers the technological and nutritional properties food producers have come to expect from BENEO-Orafti's ingredients. BENEO-Palatinit's functional ingredients are derived from pure sugar beet. News at FiE includes the Candy Innovation Matrix with ISOMALT, designed to support the development of new sugar-free confectionery. The Modern Energy Management Concept with Palatinose highlights the importance of fully digestible and low glycaemic carbohydrates for a balanced and prolonged release of energy. This aids physical and mental performance and helps to improve weight management and healthy nutrition. BENEO-Remy offers functional ingredients derived from rice and is extending its range of organic and non-

organic wholegrain flours (www.BENEO-Group.com).

Using the Outstanding Properties of Herbal Extracts

"Superherbs" is the name of the new product concept that the Plantextrakt business unit of the Martin Bauer Group will present for the first time at FiE. A fantastic taste, additional functional benefits and a high product value combined with lower costs are all advantages to be derived from products that are based on natural herbal extracts. "The number of consumers who appreciate food and beverages enhanced with herbal extracts is growing all the time," Oliver Hehn, Product Manager at Plantextrakt, explains. This trend is also confirmed by data acquired by the well-known market research company, Mintel GNPD: more than 1000 non-alcoholic beverages containing herbs have been launched in the last 5 years alone. Oliver Hehn continues: "With this in the background, we want to encourage manufacturers in the food and beverage industries to focus on the pleasant-tasting, versatile herbal extracts to a greater extent and score extra consumer points with our new product ideas. Taste is the most important factor affecting the success of food and beverages. And Superherbs give products a very special taste experience." He continues: "Although consumers are familiar with herbals, they are still regarded as being something special. Another point in their favour is the variety of taste nuances, which are made possible by combining natural herbal extracts in clever and unusual ways." The vast range of possible applications enable Superherbs to be used by the beverage industry and dairies, as well as manufacturers of baby food and confectionery, offering them a means of distinguishing themselves from their competitors to be even more successful in the market.

At the same time, such natural herbal extracts as hibiscus, balm mint and green rooibos offer numerous positive and health-promoting benefits. "With the number of consumers increasing all the time, there is a particularly large demand for products with high antioxidant potential," Oliver Hehn explains. "Superherbs provides an ideal means of satisfying this demand." The high ORAC value determined in the course of testing provides evidence of the high antioxidant potential in specific herbal extracts. The Martin Bauer Group was also able to substantiate the positive effects of selected herbal extracts on skin cells within the framework of two scientific studies. The Group will be presenting the results of the second study on its stand at the FiE. You can find the Martin Bauer Group with the Plantextrakt business unit on Stand 9D45 at FiE (www.martin-bauer-group.com).

Vegetal Innovation

For the first time in history, KitoZyme (Stand 9G10) technology enables the production of high-purity chitin-glucan and chitosan from renewable, non-GMO vegetal sources. The resulting biopolymers are efficient, safe and hypoallergenic, and produced using an environment-friendly patented process that is also Kosher. KiOnutrime-CG (vegetal chitin-glucan) and KiOnutrime-Cs (vegetal chitosan) offer dietary supplement, cosmetics and cosmeceutics players a new source of inspiration. KiOnutrime-CG delivers effective antioxidant functions, slowing down tissue ageing and protecting the cardiovascular system. This innovative ingredient is chitin-glucan, a copolymer made of chitin and beta(1,3)-glucan. Beta(1,3)-glucan is highly regarded for its potent biological effects. Indeed, this polysaccharide is well known for its ability to activate key immunity cells, to provide antioxidant protection and to enhance the effectiveness of antibiotics. KiOnutrime-CG is proven to increase the resistance of LDL to oxidation. These promising results suggest that KiOnutrime-CG may limit arterial inflammation and the formation of fatty streaks, preventing atherosclerosis by inhibiting oxidative damage. Thus, it protects the cardiovascular system from the effects of a modern lifestyle and a rich diet.

Chitosan is a much-lauded biopolymer in weight management applications, thanks to its ability to bind fat in the GI track and reduce its absorption. A validated method of fat binding has shown that vegetal chitosan (KiOnutrime-Cs) can bind more than 600 times its own weight in fat in vitro. The result is equivalent (+10%) to that obtained with shellfish chitosan. Two innovative animal models conducted in collaboration with experts in the field of nutrition have not only confirmed this well-known effect of chitosan, but have also shed light on new benefits — including reduced

cholesterol levels and understanding the mechanism of action. The benefits offered by these new ingredients are perfectly aligned with the current market demand for global well-being, within the framework of a modern lifestyle with stress, pollution, an unbalanced diet and obesity. These innovative molecules totally complement a better life, rebalancing the body's health, comfort and beauty (www.kitozyme.com).

High Quality Ingredients with Maximum Consumer Appeal

DSM (*Stand 8K22/8K26*) will be demonstrating its deep understanding of the consumer trends currently driving the international food industry at this year's FiE: health, natural ingredients and food safety/quality. The company will be showcasing its range of innovative ingredients, backed by science and developed to help manufacturers formulate foods and beverages that respond to today's consumer demands. A one-year celebration of its "Quality for Life" commitment will be a major focus. Visitors will be able to explore its value and benefits in terms of the quality, reliability, traceability and sustainability of DSM's nutrition portfolio. DSM will unveil its latest natural solutions on stand. Highlights include the launch of MaxiBright, a natural enzyme for whey decolourification and soy milk decolouring, and Panamore Spring — a breakthrough alternative to CSL and SSL chemical emulsifiers. Maxavor Chicken YE, the first chicken flavour that can be simply labelled as a 'yeast extract,' will also be presented.

And, as health continues to dominate customer concerns, DSM will reveal its comprehensive portfolio of health benefit solutions via its "How can we *Health* you?" platform. Key products include FloraGlo lutein and redivivo lycopene (redivivo recently received Novel Food approval as a nutrient in the EU). In an increasingly crowded market place, food manufacturers are looking for ways to ensure that their products stand out on-shelf and satisfy consumer requirements. DSM offers a complete portfolio of solutions, all developed to help customers formulate the products their target audience demands. Representatives from DSM will be available to demonstrate how its ingredients can help manufacturers to create a clear point of differentiation in the market place and achieve vital consumer appeal (www.dsm-foodspecialties.com).

Formulating Lighter Products

Rousselot (*Stand 8K14*), the world's leading producer of gelatin and hydrolyzed collagen, will highlight the many features of gelatin and, in particular, within the Rousselot Healthy Choice range, the ability of this ingredient to help formulate new recipes that are healthier and, yet, still indulgent. Today, it is understood that products containing too much salt, sugar or fat must be consumed in moderation. At the same time, the obesity epidemic in many countries is increasing the demand for less calorific products. However, while consumers look for healthier products, they also want a pleasant taste. Therein lies the challenge of reformulating food products to offer improved health benefits while maintaining taste, texture and shelf-life. Rousselot's range of gelatins meets this challenge! Thanks to its multiple characteristics — gelling, whipping, stabilizing, water binding, flavour enhancement and mouthfeel — gelatin enables lighter products to be developed that preserve the characteristics of the original standard product. To give an example, snacks are typically high in calories and rich in sugar, salt or fats. Now, Rousselot's R&D teams have developed a new snack that offers enhanced taste and mouthfeel while being lower in calories, sugar-free and fat-free, as well as being low in salt. This new product has no equivalent in the world and will be unveiled on day one of the exhibition. On its stand, the Group will present its full range of gelatins and Peptan Hydrolyzed Collagens, as well as its technical support that provides its customers with all the development and innovation assistance they need (www.rousselot.com/www.rousselot-rhc.com).

GEA at FIE

GEA Niro, the world's leading provider of drying technology and powder engineering, will be participating at this year's Food ingredients Europe. GEA Process engineers will be on hand on Stand 8K52 to demonstrate how the new DRYNETICS concept makes it possible to model the spray-drying process and optimize performance based on the analysis of a single droplet of the material being dried. The DRYNETICS concept has already been applied to investigate new spray-dryer designs as well as to improve existing plants. GEA Niro, part of GEA Process

Engineering, will also be showing its small-scale freeze-drier — the RAY 1 — at the booth. The RAY 1 performs controlled freeze-drying of food and drink products for small-scale production with its four product trays for maximum space utilization. It is the smallest in a range of advanced freeze drying-systems from GEA Niro. The company's process engineers and sales staff will be available to discuss how GEA Niro's range of drying systems can be applied to produce a wide range of food ingredient products. GEA Niro will also be available to discuss plant upgrades that allow companies to boost capacity, reduce energy consumption, noise levels and CO₂ emissions, or meet new product specifications. During the exhibition, GEA Niro engineers will host a business workshop that will provide valuable information on spray- and freeze-drying vegetable products (www.gegroup.com).

Soy Isolate for Beverages

Solbar Industries Ltd (www.solbar.com) announces a new ready-to-use stabilized calcium-fortified soy protein isolate for pH neutral beverages. Solpro 958QS was developed in co-operation with PURAC (the Netherlands) and will be officially launched at the FiE. Solpro 958QS combines the synergistic properties of non-GMO soy protein isolates, calcium and natural stabilizers in a single-pack solution. According to David Kraus, Solbar Global Applications Manager: "This unique formulation solves all of the typical issues faced by ready-to-drink manufacturers, eliminating precipitation, chalkiness or gritty mouthfeel, protein coagulation and non-homogenous calcium distribution. We are very excited about Solpro 958QS and the value it brings to neutral RTD beverages. The product contains levels of calcium that are similar to milk, a major breakthrough for lactose-sensitive consumers of all ages." Solbar reports that Solpro 958QS has been tested in a number UHT preparations, receiving the approval of expert flavour panels. FiE visitors will be invited to taste pH neutral beverages, including one that's also fortified with vitamin D and higher-than-cow's-milk levels of calcium to improve bone strength. Gary Brenner, VP Marketing and Development, claims that the Solbar-Purac innovation "is the answer to the demands of the R&D, Purchasing, Marketing and Nutrition departments of major beverage brands. The original idea was to create a one-ingredient solution that achieves perfect stabilization, a high nutritional profile and is still very tasty. We believe that we have achieved all of our goals and are ready to go-to-market."

Meet an Old Friend at FiE

Ajinomoto Aspartame has been sweetening the world's favourite low- and no-sugar brands for more than 25 years. The breakthrough, which combined two amino acids to make an ingredient 200 times sweeter than sugar, has given product developers the freedom to create products that are low in calories and, yet, still offer taste great. No wonder that many aspartame-sweetened brands outsell their sugar-sweetened counterparts! At a time when the focus is on the food industry to reduce sugar content for the good of our health, Ajinomoto Aspartame is an obvious choice for new product development and reformulations. Ajinomoto's experience and expertise in sweetening systems can help you to identify opportunities that are both good for consumers and for business. For a reminder of the great taste of products sweetened with Ajinomoto Aspartame, visit Stand 8A79 (www.aji-aspartame.eu).

Volac to Showcase Volactose Whey Permeate

Volac (Stand 8 C56) is demonstrating the capability of its new crystalline Volactose Whey Permeate as a high performance cross-category sodium and sugar replacer. Whey permeate has a naturally salty flavour but ease of handling issues have, until now, prevented its widespread adoption by food processors. The use of advanced drying technologies provides Volactose Whey Permeate with its superior crystalline, free-flowing and non-hygroscopic texture. This facilitates surface browning for baked products and improves their crumb texture, moisture retention and flavour appeal. Volactose Whey Permeate not only provides an outstandingly natural and cost-effective route to sodium reduction — it is also an ideal cost-busting sugar replacer. Compared with other commonly used carbohydrate sources (such as maltodextrin, sucrose and dextrose), Volactose Whey Permeate allows a cost reduction of up to 80%.

Containing 86% lactose, 2.6% potassium and only 0.6% sodium, together with other valuable minerals such as calcium and phosphorous, Volactose Whey Permeate can be used in a wide

variety of delicious, better-for-you products, ranging from soups to breads and sweet biscuits. Volac technical experts will also demonstrate Volactose Edible Lactose, which can help manufacturers to gain ground in growing specialist markets, being vegetarian, Halal and Kosher-approved. Visitors to the stand will be invited to sample crunchy bite-sized, protein-enriched chocolates made with ProCrisp whey protein crispies. Mark Neville, Marketing Manager, Dairy and Lifestyle Ingredients, comments: "As this breakthrough prototype shows, the Volactive range offers a wealth of opportunities to bring the functional benefits of whey protein to nutritionally demanding markets, without sacrificing the all-important attributes of appetizing taste and convenience." For more information, visit www.volac.com.

Dairy-Free Analogue Cheese Production

Cargill (Stand 88L5) has launched a unique breakthrough innovation that enables the cost-effective production of a 100% non-dairy cheese analogue for pizza and other prepared food applications. Lygomme ACH Optimum functional system (patent pending) replicates the functionality of dairy protein and fully replaces it at an outstanding cost advantage for the manufacturer. Fabien Bouron, senior dairy applications specialist at Cargill Texturizing Solutions, explains: "Cheese represents approximately 15% of a pizza recipe and, given its high and fluctuating price, it can have a significant impact on the cost of frozen pizza production. To protect their margins, manufacturers have traditionally had to choose between raising pizza prices, limiting portion sizes or using a blend of different cheeses depending on their current market value." Lygomme ACH Optimum functional system overcomes the technical challenges associated with the total replacement of dairy proteins, providing the same key physical and rheological properties as those of analogue pizza cheeses: taste, firmness, appearance, shreadability and melting behaviour. Each component has been carefully selected by Cargill's expert team to play a specific role: allow and stabilize the emulsion, bring sufficient viscosity during processing, absorb the water phase, avoid oiling out and syneresis, create a strong network to allow the finished cheese product to be shreadable/sliceable and have a remelting profile. In addition to the important cost and performance benefits, Lygomme ACH Optimum functional system also offers health advantages as it contains reduced calories (less fat and no saturated fats) and reduced phosphate intake (no melting salts used). It offers a cheese alternative for people with lactose intolerance and a unique opportunity for vegans to enjoy a product that has the characteristics and taste of cheese but without any animal-derived ingredients. Last but not least, Lygomme ACH Optimum functional system provides the opportunity to make analogue cheese without allergen labelling, and is eligible for Halal and Kosher certification (www.cargilltexturizing.com).

All the Goodness of the Cocoa Bean

Barry Callebaut is responding to the increasing demand for healthy chocolate by preserving the natural ingredients of its products, going right back to the beginning of the chocolate process: all the goodness that's naturally derived from the cocoa bean. Some of the secret powers of this mysterious cocoa bean will be unveiled at FiE (Stand 88E5). For Barry Callebaut, the challenge is to preserve the natural ingredients of chocolate, rather than replace them with artificial substitutes or additives. Chocolate, in general, naturally offers some intrinsic health benefits: it contains essential minerals (iron and magnesium, calcium in milk chocolate), fibre and vitamins (D, B12 in milk chocolate); it only contains a limited amount of cholesterol and a very small amount of trans fatty acids; and it has a low glycaemic index. Developing healthy chocolate means going back to the beginning of the process: the cocoa bean itself. The main goal is to preserve what is naturally present in the cocoa bean. A fully-grown cocoa bean contains more than 200 substances that can promote good health. This means that fundamental research in preserving these health benefits starts at the cocoa plantations. Owing to its presence in the origin countries, Barry Callebaut works with its farmers to investigate ways of growing, harvesting and treating the beans. Every step in the production process is important, including the roasting, mixing and conching. As an example, scientific research has shown that cocoa flavanols — know to be powerful antioxidants — may have a positive effect on both body and mind. ACTICOA cocoa and chocolate products are made using a balanced chocolate-making process during which the cocoa flavanols, naturally part of the cocoa bean, are maximally retained; in the traditional production process, they are

partially lost. ACTICOA chocolate contains one of the highest cocoa flavanol levels in the world (www.acticoa.com).

Naturalpha: Providing Proof of Health

Founded in 2001 and based in Lille, Naturalpha is an international consulting and R&D company. Its main mission is to assist its industrial partners along each step of the product development process to build a “proof of health” effect into their innovations. Their three main activities are scientific and regulatory consulting, laboratory (in vivo/in vitro) testing and clinical studies in humans. The company employs a multidisciplinary team of 25 specialists, including physicians, PhDs, engineers, researchers and nutritionists/dietitians. This autumn, Naturalpha’s web portal — Nutrialpha — which provides accessible, synthesized and quality information will, for the first time, be offered in English on a sister site (www.nutrialphaeurope.com). On Nutrialpha and NutrialphaEurope, the information is and will be centralized, relevant and derived from validated sources (scientific journals, regulatory agencies, etc.). NutrialphaEurope will also offer new features and tools, including a regulatory database and a way to customize the information to meet the user interests. In addition, Naturalpha has decided to create a Clinical Nutrition Center for its customers. The Center will be entirely dedicated to clinical trials in nutrition, using volunteers from a regional population with specific nutritional needs. The Nord-Pas de Calais region in the north of France has the highest prevalence of overweight, obesity, diabetes and cardiometabolic disorders in France. Besides its international clinical studies offering, Naturalpha is also keen to improve the nutritional practices of the regional population. It offers a team comprising doctors, nurses, clinical trial managers, clinical research managers and statisticians. The Center will be opened this autumn and will allow Naturalpha to guide its customers through product health validation — from A to Z — offering independent clinical trials dossier preparation assistance (Stand 9B56).

All-Natural Acacia Products

Developed by CNI (Colloïdes Naturels International), Fibregum is an all-natural Acacia gum that’s particularly rich in soluble fibres (90%). Fibregum Bio is derived from all-organic Acacia cultures in Africa (no fertilizer/pesticides) and the Equacia product line is manufactured using a proprietary technology that’s chemical- and enzyme-free. Fibregum, with its high soluble fibre content (minimum of 90%), offers exceptional nutritional properties with documented health benefits, including a prebiotic effect, a high digestive tolerance and a beneficial impact on glycemic index. Thanks to its low caloric value and its acariogenic properties, it can be used in numerous functional food formulations (beverages, cereal bars, extruded products). Fibregum is also widely used for its technical and functional properties (emulsifying, stabilizing, encapsulating and texturizing). More recently, CNI developed Equacia. The result of meticulous R&D, CNI identified synergies between soluble Acacia fibres and insoluble wheat fibres. Equacia’s texturizing property emulates that of fat, which makes it a suitable fat replacer in a number of food applications, with no organoleptic modifications. A study was conducted by the AIB (American Institute of Baking) to determine the effect of Equacia in reduced fat (50%) muffin formulations containing 1–2% of Equacia. The results are promising and show that Equacia answers the growing demand of the food industry and its consumers for high quality, health products with added value. Equacia is labelled as Acacia gum (Acacia fibre) and wheat fibre. It is GRAS, GMO-free and gluten-free (www.cniworld.com).

Vitamins, Minerals, Lecithin and More

SternVitamin (www.sternvitamin.de) develops vitamin and mineral premixes that are designed to meet specific customer requirements. The premium-quality nutrients are used to fortify beverages, dough and bakery products, cereals, dairy products and sweets, baby food, margarine and edible oils. The company will be presenting its portfolio of products and services to specialist visitors at this year’s Food ingredients Europe in Frankfurt. The emphasis will be on innovations for fortified dairy products, vitaminized bakery products and energy drinks. By focusing on topical trends such as memory and concentration, beauty and antiageing, and strengthening the immune system, SternVitamin will present new product ideas for the beverages industry. SternVitamin will be presenting its comprehensive range of products and services at the

joint Stern-Wywiol-Gruppe stand (8L39). Also present will be Sternchemie (www.sternchemie.de), a pioneer in the lecithin market; the group's product range now extends from a number of different lecithin products through high quality MCT oils to the natural colourant, red palm oil, and spray-dried coconut milk powder.

Imaginative Chocolate Pieces

HERZA Schokolade is one of Europe's leading manufacturers of small chocolate pieces for industrial processing. Its corporate philosophy is characterized by innovativeness, flexibility and, above all else, the constant drive for quality. "We have a passion for chocolate in all manner of different shapes and sizes," says Managing Director, Torsten Wywiol. "The more unusual the shape, the more we enjoy the challenge." Visitors to this year's Food ingredients Europe in Frankfurt will be able to see that for themselves. The focus will be on novel products that include nuggets with a handmade appearance, chocolate semolina, two-colour drops, chocolate with granulates and various decorative shapes. HERZA will be presenting its range of products and services on the joint Stern-Wywiol-Gruppe stand (8L39) and on the Schleswig-Holstein Chamber of Agriculture stand (9G75).

Aroma and Taste Analysis Services

With a strong understanding of aroma and taste in the highly competitive food and beverage industry, Alpha MOS (Stand 9B56-10), the world leader of electronic nose and electronic tongue technology, has developed a tailored range of sensory analysis services. Among our services, specifically dedicated to product development, quality control and assurance, we offer competition benchmarking, product optimization (process monitoring, formulation), product validation (shelf-life, packaging interaction, storage conditions), supplier and raw materials validation, batch-to-batch consistency testing (conformity, stability, production site validation) and consumer claim processing (production traceability, safety files). With a complete evaluation including human perception and analytical tests, our experienced and customer-focused laboratory team provides turnkey solutions that help manufacturers to make the right decision (www.alpha-mos.com).

Nölke's First Time

Animal protein concentrates are indispensable ingredients in many convenience products. Nölke Pure Ingredients (www.noelke-pure-ingredients.de), a specialist in the production of choice protein bases for broths, stocks, sauces and ready meals, will, for the first time, exhibit its range of products at FiE (Stand 8L90). Nölke Pure Ingredients processes chicken, turkey and beef, as well as game and fish, to create a wide range of animal-based raw materials for the food industry. Its comprehensive portfolio includes broths, stocks, extracts and hydrolysates. Thanks to Nölke's close co-operation with its customers' product development teams and its highly flexible production capabilities, products can be manufactured and finished according to specific requirements. Different manufacturing procedures facilitate the provision of further processing requirements and a robust quality assurance system guarantees operational transparency. Independent experts and neutral inspection institutes provide an additional external quality control.

Significant Clinical Results

At FiE, this year, Bio Serae Laboratories will share a stand with CNI (Colloïdes Naturels International) and use the occasion to unveil their new clinical results. The latest clinical study conducted on Cacti-Nea has confirmed the diuretic and weight management effect of this prickly pear cactus fruit extract (*Opuntia ficus-indica*). The 28-day trial involved 49 normal-BMI women (aged between 20 and 25) and was designed to evaluate Cacti-Nea's diuretic effect, at a dose of 2 g/day, in women suffering from water retention. Very positive results were obtained, confirming the benefits of this innovative ingredient: Cacti-Nea induces a positive effect on body composition by limiting fat mass gain; it shows a significant reduction of water mass after one week of

treatment; significant weight loss in the Cacti-Nea group was observed and, when compared with other diuretic substances, Cacti-Nea does not adversely affect blood pressure or mineral balance. A sub-group of women whose body fat mass increased before the beginning of the study (between D14 preinclusion and D0 inclusion) was identified as being even more receptive to the weight management/diuretic effects of Cacti-Nea. The results obtained with this targeted population correlate with the trends observed in the *per protocol* population, but are even more noticeable. These positive results confirm Cacti-Nea's diuretic and weight management properties and suggest that it could positively reduce cellulite (www.bioserae.com).

Bringing Health to Everyday Life

At Danisco, we are committed to developing value-added ingredients that address today's concerns for a healthier diet. Based on documented science, our range of world-class health-promoting ingredients enables our customers to significantly enhance the health and nutritional positioning of their products. At this year's SupplySide West event, we will be presenting our portfolio of innovative ingredients that offer specific solutions in the areas of weight management, digestive, immune, cardiovascular and oral health. Here is a taste of some of the new concepts you will find at our booth:

HOWARU Balance: Containing two of the world's most documented probiotic strains for digestive and immune health, HOWARU Balance gives two great benefits in one!

HOWARU Protect Lemon Honey Tea: A flavourful way to deliver billions of clinically proven probiotics to strengthen the immune system.

HOWARU Probiotic Bears: Our flavoured yoghurt bears are a unique and tasty way for kids to get their daily dose of probiotics.

BetaPower Natural Betaine: A convenient and portable solution for enhancing strength, power and muscle endurance.

Litesse and HOWARU Bifido Tropical Juice: A high fibre juice containing Litesse polydextrose, a soluble dietary fibre for digestive health, and HOWARU Bifido, a scientifically documented probiotic culture to boost immune health. Visit Danisco at Supply Side West 2009 (Stand 130), to sample these healthy innovations and learn how we can help you to provide a stronger marketing position for your product (www.danisco.com).

Mintel's GNPD Launches Ingredient Tool at FiE

A new tool to assist organizations in new product development all over the world will be on show at FiE 2009 as Mintel announces the latest addition to its product portfolio — the Mintel GNPD Ingredients Tool. Consistently at the forefront of innovation and development, Mintel has launched the first ever global ingredients classification structure for new products. Designed to help clients better understand and analyse ingredient trends, Mintel GNPD Ingredients is a thorough, searchable database of ingredients, claims and nutrition facts. Alistair Vince, Mintel Global New Products Database Director at Mintel, said: "The ingredients function on GNPD is an exciting breakthrough for the industry to truly understand what's happening in the FMCG market worldwide — at an ingredient level — to enable insight and aid new product development. Whether you're finding out which sweeteners appear most in new food and drink products or are interested in how new products with artificial colours sell compared with products, Mintel's Global New Product Database can help."

From the ingredient section of each GNPD product record, you have access to an ingredient dashboard showing the top 10 countries where the ingredient is used, the top 10 categories where the ingredient is used and the top 10 preparations/regions/claims/functions used around the ingredient. Mintel Ingredients also showcases primary ingredient name, aliases, definitions, function, classification, pathways, legislation and standards information. Whether searching for a specific emerging ingredient or for an overarching trend in ingredients, GNPD Ingredients helps you to understand activity in your local market or at an international level. You can further maximize the GNPD's ingredients data using the Plan-IT analysis tool and IRIS sales

performance data. Visit Mintel at Stand 8B64 to find out more about the ingredient tool and also about new food ingredient developments and trends around the world.

Healthy Solutions for Tasty Food

FrieslandCampina DMV is ready to impress at FiE. Three new ingredients with both health and taste benefits will be presented. The products that FrieslandCampina DMV wants to spotlight are Textrion PROGEL 800, Vivinal GOS and Hiprotal 60MP. Textrion PROGEL 800 is a high gelling whey protein concentrate that is designed to build texture into food and dairy products. It has excellent water binding properties and its texturizing and gelling characteristics are impressive. Textrion PROGEL is suitable for vegetarians, is Halal-certified and can be made Kosher on request. This ingredient will be showcased in the New Product Zone in the Galleria, between Hall 8 and Hall 9. Vivinal GOS is a prebiotic ingredient, rich in galacto-oligosaccharide. It comes in the form of a bifidogenic syrup and improves calcium absorption and digestive health. Vivinal GOS has important immunity enhancing properties and is suitable for dairy and dairy drinks, beverages and various sports and weight management applications. Hiprotal 60MP is a modified whey protein concentrate that is an ideal fat substitute. With this innovative ingredient, low fat and reduced fat products still have excellent taste and a creamy mouthfeel. It is used in yoghurt, milk-based drinks and processed cheeses. Hiprotal 60MP is certified as Halal (www.dmv-international.com).

Guilt-Free Pleasure

At FiE, this year, GELITA (Stand 8L23) will present new concepts for fat-free ice cream. OPTICE opens up completely new possibilities in achieving the required texture and mouthfeel in fat- and sugar-free ice cream. The brilliant melting properties and the creamy full flavour that can be attained are also better than the "light" products currently on the market. With OPTICE, the premium standard for low-fat ice cream can thus be completely redefined. Compared with a standard ice cream containing 10% butterfat, the assessment of an expert panel from a renowned institute was very positive: the experts found the ice cream made with OPTICE to have perfect melting properties, excellent smoothness and a quite convincing mouthfeel. Visit the GELITA stand and convince yourself of the extraordinary properties of OPTICE by tasting delicious ice cream examples. We will be glad to help you compile individual concepts for your product range (www.GELITA.com).